



SOCIAL MEDIA

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Abstract: *Social media has become an integral part of our daily lives. They have entered our lives in such a way that it is almost impossible to imagine a life without social networks. People are aware of everyday happenings through social networking sites. On the one hand, this has its merits, but on the other hand, it also has its disadvantages. Social networks have already become one addiction. Studies have shown that constantly liking and sharing these places causes the same chemical reaction in the brain seen with drugs like cocaine. It also leads to unhealthy relationships, decreased productivity, mood swings, etc.*

Introduction

Teenagers have moved from the real world to a purely virtual digital world. This affects their mental health and leads to depression, loneliness, tension, anxiety, etc. Because of the hours spent on smart phones, it started to hinder the studies of the students who go to school. Social networks have created a state of tension between parents regarding their children's careers. Spending less time with family, irritability and lack of respect for elders are also some of the main problems of teenagers. A 2018 Pew Research Centre survey of nearly 750 13- to 17-year-olds found that 45% are almost constantly online. A 2019 study of more than 6,500 12- to 15-year-olds in the United States found that those who spend more than three hours a day on social media may be at greater risk of suffering from mental health problems. Another 2019 study of more than 12,000 13-16-year-olds in England found that using social media more than three times a day predicted poorer mental health and well-being among teenagers. Constant viewing of notifications leads to late night conversations with friends, disrupting young people's sleep patterns. They are the easiest victims of the virtual world. This virtual world has created a different community called "influencers". Excessive comparisons, cyberbullying, overcoming the limited world are some of the consequences of social networking sites. Most influencers belong to high income groups and others try to imitate them, resulting in waste of money and time. There are 4.8 billion social media users worldwide, representing 59.9% of the world's population and 92% of the world's population. 7% of all Internet users.

REVIEW OF LITERATURE

- i. **M Adorjan, R Ricciardelli** – Canadian Journal of Sociology, 2021- Studies found that social media had an impact on the mental health of teenagers. Young people are also addicted to social networking sites. 35 focus groups with 115 Canadian teenagers revealed that they believed there was a marked divide between young adults growing up

as "digital immigrants" and young adults as "digital natives," but that teens they had caught the young people themselves are so addicted to these sites that their children end up following them.

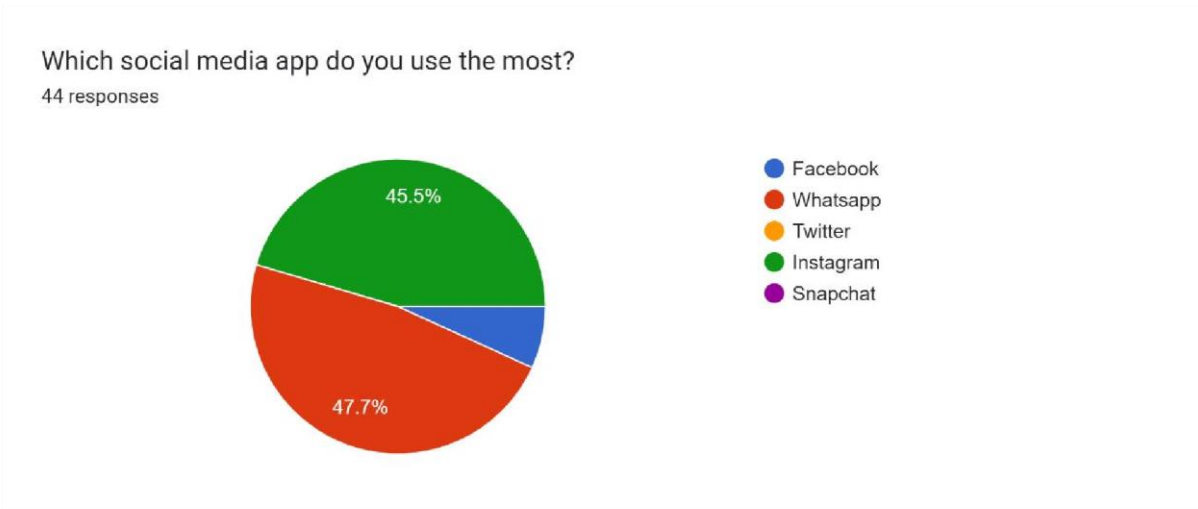
- ii. **C Nuñez-Rola, NJ Ruta-Canayong** - International Journal of Research, 2019 - The language and content used on social media affect the mental health of the adolescent. Sometimes the language of the content is abusive and vulgar. The adolescents try to imitate it and this ultimately affects their lives. It also affects their sleep pattern, work performance, academic performance, etc.
- iii. **MM Kobiruzzaman, M Waheed, 2018** - Teenagers are the real strengths of our country. They benefit and suffer the harmful effects of social media. The damage can be minimized by taking precautions. If managed by countries, social media will prove to be a tremendous resource for developing countries.

METHODS OF DATA COLLECTION

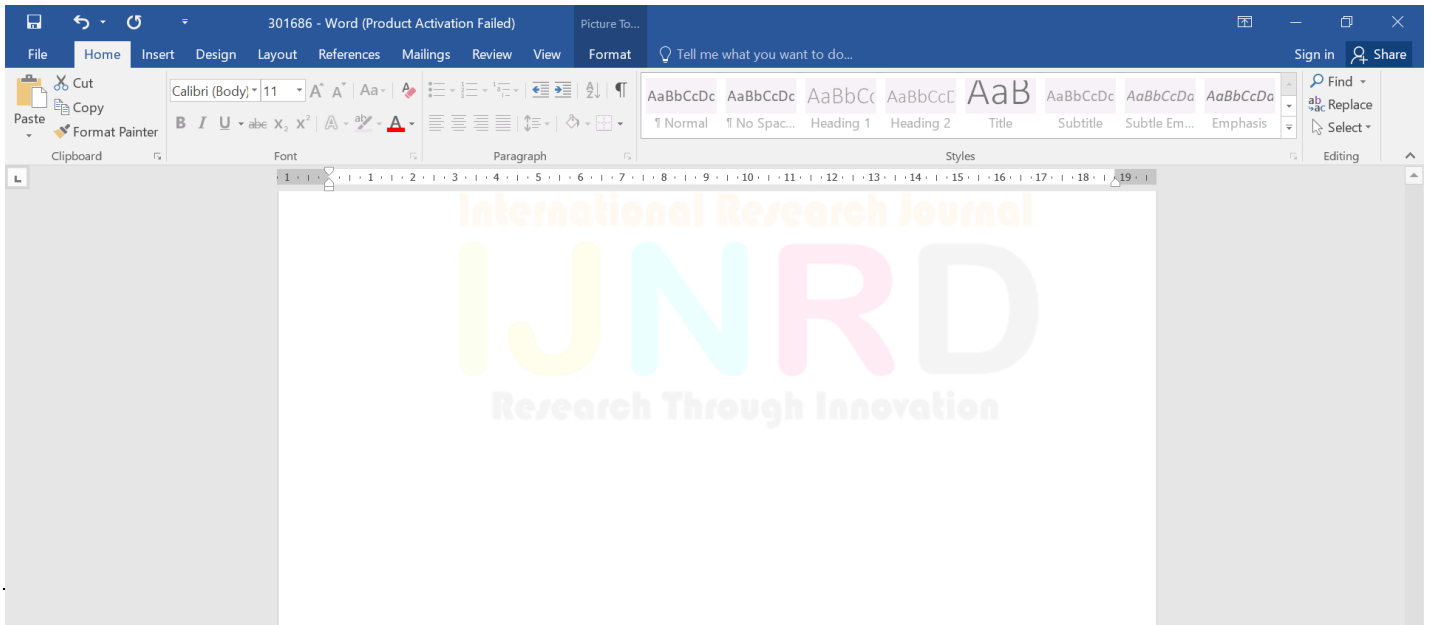
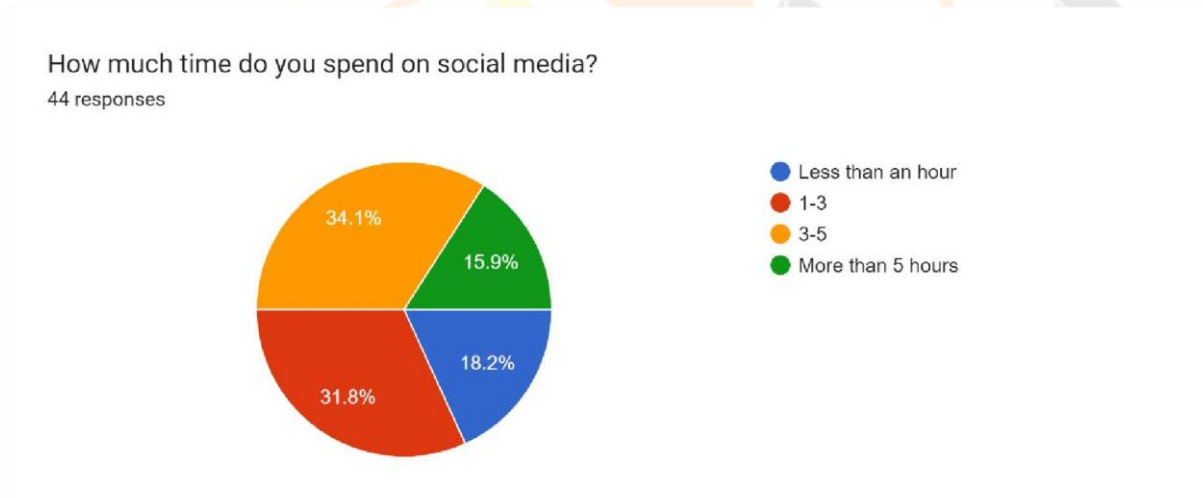
- I. Primary Data - Primary data refers to data on which information is collected first hand. This document was prepared using Google Forms. The form is distributed to teenagers from 13 to 19 and adults from 21 to 50. Respondents were asked to answer various questions. The most promising question was: "How do you spend the whole day if there is no social media for a day?" In order to extract information, direct interviews were conducted with teenagers and adults. It was conducted with 50 teenagers and 50 adults of different age groups.
- II. SECONDARY DATA - Secondary data is data collected by someone other than the actual user. This means that the information is already available and that someone is analysing it. Secondary data includes magazines, newspapers, books, newspapers, etc. This may be published or unpublished data. Information is from Google Scholar, Wikipedia, Hindu Newspaper, Times of India Newspaper, etc.



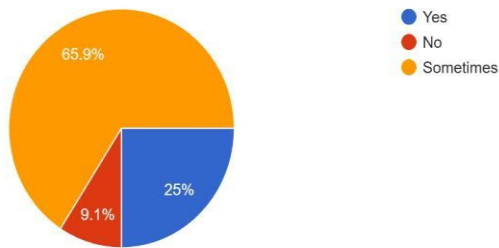
DATA ANALYSIS



The above pie chart shows 45.5% of people use Instagram, 47.7% use WhatsApp and 6.8% use Facebook.

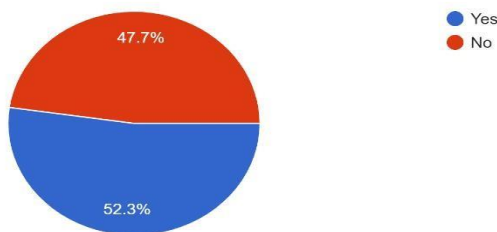


Has anything you've seen on social media annoyed you?
44 responses



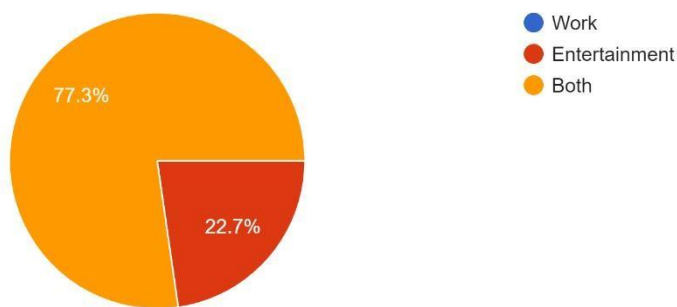
The above chart shows 65.9% of people get annoyed by seeing something on social media.

Do you feel addicted to social media?
44 responses



The above chart clearly shows that 52.3% of people themselves feel addicted to social media.

Why do you use social media?
44 responses



Research Through Innovation

CONCLUSION

Social media has a positive and negative impact on teenagers and adults. Teenagers are especially affected because they do not know what is right or wrong for them. They confuse virtual things with reality and get into trouble. They try to imitate the virtual content, which hinders not only their life, but also their mental state. Parents should make sure that their

children are interested in other things instead of spending time on social media scrolling through reels and/or short films for hours and hours. Sometimes, parents give their children smartphones themselves for security reasons.

TIPS TO REDUCE USAGE OF SOCIAL MEDIA

1. Set time limits for social media use every hour. Just understand why you hang yourself; you don't need to run away. This addiction will disappear when you have something productive to do instead of wasting time.
2. Set limits that children can use an app for a certain amount of time. You can use parental controls on a mobile phone. Limit unnecessary use of the Internet.
3. Develop the habit of reading books or physical activity. Limit the use of the application itself so that it closes after 20 minutes of regular use. It's up to us to decide. When we want, we can. We have to take care of things that don't need social media for a large part of the day.

REFERENCE

- ✦ https://www.researchgate.net/profile/M-M-Kobiruzzaman/publication/350133233_Impact_of_Social_Media_Towards_Society_A_Case_Study_on_Teenagers/links/6052ec4692851cd8ce4b710b/Impact-of-Social-Media-Towards-Society-A-CaseStudy-on-Teenagers.pdf
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